

versus

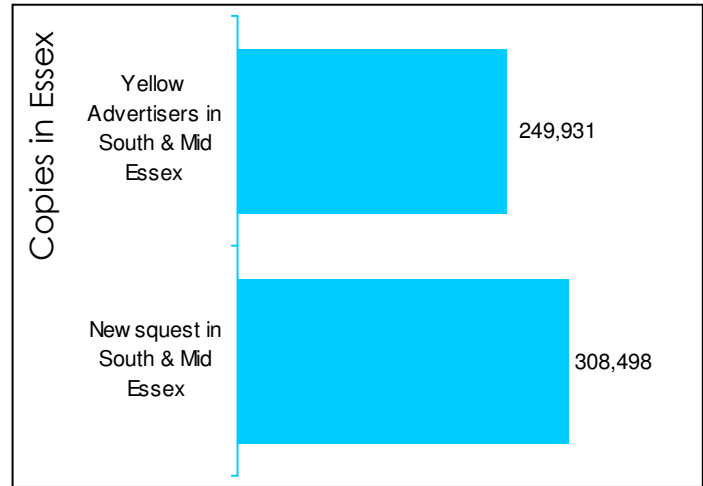
## Yellow Advertiser Series...

### ...How Do We Compare...

*The Yellow Advertisers are free weekly titles covering parts of south and mid Essex*

- The Newsquest Essex portfolio across south and mid Essex distributes over 300,000 copies however in a similar geographic area, the Yellow Advertiser series circulates almost 250,000 copies.

- Our title, the Basildon Recorder achieves a much higher level of effectiveness within Basildon, reaching 86% of homes where as the Basildon Yellow Advertiser only manages to reach 73% of households in the same areas



Newspaper	Copies	Readers
Basildon Recorder	53,331	74,662
Basildon Yellow Advertiser	54,617	45,524

*Upon first glance, the Basildon Yellow Advertiser distributes more copies than the Basildon recorder, however this is because their Basildon paper is used to cover Billericay also, where as we have a separate title for Billericay, leaving the Basildon recorder to cover much more of Basildon.*

Newspaper	Copies	Readers
Castle Point Standard	53,461	79,675
Castle Point YA	47,960	70,662

Newspaper	Copies	Readers
Southend Standard	61,156	83,606
Southend Yellow Advertiser	62,768	85,864

- The south and mid Essex Newsquest titles are read by over 440,000 adults each week - over 110,000 more readers than the Yellow Advertiser series.

Newspaper	Copies	Readers
Thurrock Gazette	56,977	81,740
Thurrock Yellow Advertiser	35,388	52,766

Newspaper	Copies	Readers
Chelmsford Weekly News	47,813	68,936
Chelmsford YA	34,089	49,324

Newspaper	Copies	Readers
Brentwood Weekly News	35,760	52,082
Brentwood YA	15,109	21,991

- The Brentwood Yellow Advertiser has just over 20,000 readers from a distribution of 15,000 copies where as our title, the Brentwood Weekly News distributes over 35,000 copies with more than 50,000 readers - reaching far more of this extremely affluent area of the county.

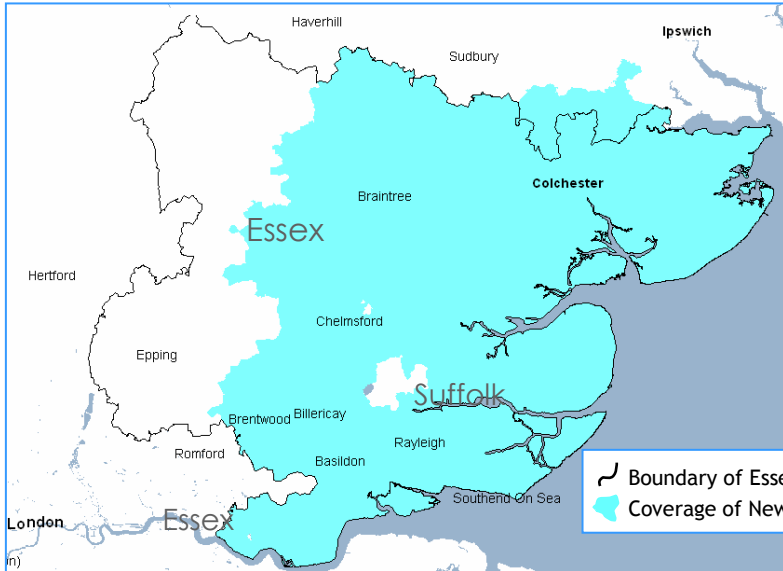
# Newsquest Essex

NEWSQUEST  
(Essex) Ltd.

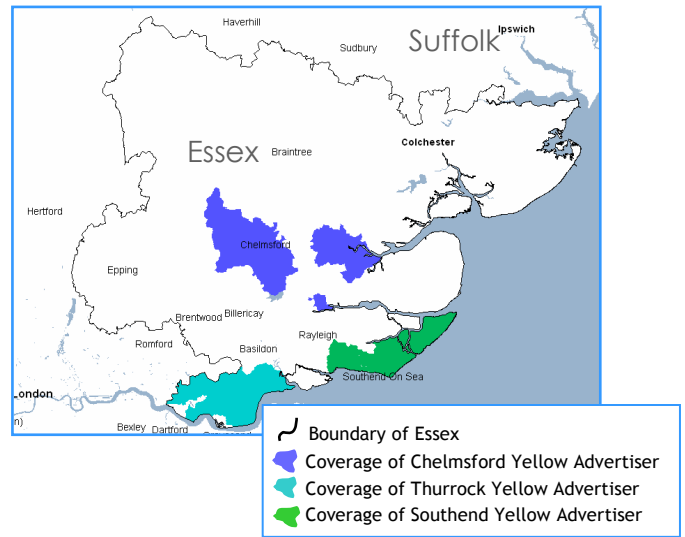
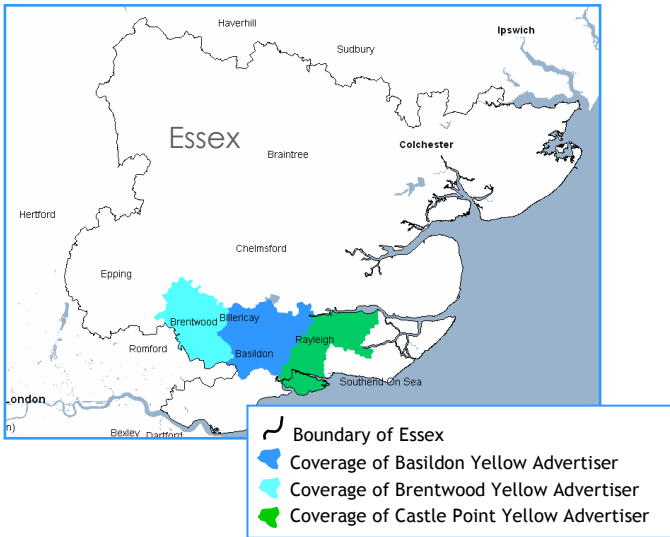
versus

## Yellow Advertiser Series...

...How Do We Compare...



- With 8 offices throughout the county Newsquest Essex has a strong presence within its footprint - where as the Yellow Advertiser has just the one office in south Essex



- In terms of effectiveness in Essex the Yellow Advertiser series is considerably poorer than the Newsquest Essex portfolio

RAYLEIGH, ROCHFORD & CASTLE POINT  
**Standard**

SOUTHEND  
**Standard**

Thurrock Gazette  
Serving the community since 1884

Maldon & Burnham  
**Standard**

Basildon and Wickford  
**Recorder**

Chelmsford  
**Weekly News**

Brentwood  
**Weekly News**

South Woodham  
**Weekly News**